

HUD

JUNE 1975 / \$1.40

Challenge

**HUD's
INTERNATIONAL
FOCUS**



TABLE OF CONTENTS

Volume VI, Number 6/June 1975

- 2 HUD's Office of International Affairs
- 4 International Programs
- 8 HABITAT '76
- 10 HUD's Role in Detente
- 12 Harnessing Energy from the Sun
- 16 Information Services
- 18 International Trade
- 21 Foreign Heritage and American Cities
- 24 Housing for a Special Constituency
- 28 Higher Education Relates to Urban Affairs
- 31 Strengthening Urban Management Education
- 32 Brown Square

DEPARTMENTS

- 1 Looking Ahead
- 11 In Print
- 15 Notebook
- 30 Forum
- 33 Lines & Numbers

HUD Challenge

U.S. Department of Housing and Urban Development
 Carla A. Hills, Secretary
 The Assistant Secretary for Administration,
 Publications and Information Division,
 Office of General Services

Evon H. Ervin, Editor
 Anya F. Smith, Associate Editor
 Wayne Eddins, Art Director
 Agnes Proctor, Production Assistant

Advisory Board: Fred W. Adams, Robert Blair,
 Paul Buchanan, Concetta Capoen, Bruce Conger,
 Roy Gast, Jill Khadduri, Harold Keith, Morton Leeds,
 Lynn Smith, Ron Weber

HUD Challenge, The official Departmental magazine, is published monthly by the U.S. Department of Housing and Urban Development. Use of funds for printing was approved by the Office of Management and Budget, August 28, 1973. **HUD Challenge** serves as a forum for the exchange of ideas and innovations between HUD staff throughout the country, HUD-related agencies, institutions, businesses, and the concerned public. As a tool of management, the magazine provides a medium for discussing official HUD policies, programs, projects, and new directions. **HUD Challenge** seeks to stimulate nationwide thought and action toward solving the Nation's housing and urban problems. Material published may be reprinted provided credit is given to **HUD Challenge**. Subscription rates are \$15.90 yearly domestic, and \$19.90 for foreign addresses. Paid subscription inquiries should be directed to: Superintendent of Documents, Government Printing Office, Washington, D.C. 20402. Manuscripts concerning housing and urban development are welcome. Send all editorial matter to: Editor, **HUD Challenge**, Room 4278, Department of Housing and Urban Development, Washington, D.C. 20410.

Statements made by authors do not necessarily reflect the views of the Department.

IN THIS ISSUE:



PAGE 8: HABITAT '76, the UN Conference on Human Settlements, will focus the attention of the international community on the vast problems connected with massive urbanization in all countries.

PAGE 12: While devices for tapping energy from the sun date back as far as the Renaissance, a new era of solar technology was given impetus with the enactment of the Solar Heating and Cooling Demonstration Act providing for the demonstration of the practical uses of solar heating technology and the development and demonstration of heating and cooling systems using energy from the sun.

PAGE 20: The mark of European influence on the built environment of America's cities and suburbs reflects the vitality of *difference*, which defies the theory of a "melting pot."

NEXT MONTH:

A look at HUD's Bicentennial role and a profile of rural development programs

COVER: Designed by Wayne Eddins

looking ahead

Local Government

Dallas, Texas; Fort Wayne, Ind.; Hartford, Conn.; and Honolulu, Hawaii, were named by HUD the winning cities in a national competition to select four localities whose strategies for improving local government efficiency could serve as models for the Nation. The cities will launch demonstration projects to test the effectiveness of their individual proposals for increasing local government productivity in maintaining parks and recreation facilities, and streets and highways—two municipal service areas presenting problems common to many local governments. Case studies will be prepared on the demonstration projects and from them handbooks will be developed to guide local government officials in other communities in establishing their own productivity programs.

Abandoned Railroad Tracks

The Citizens Advisory Committee on Environmental Quality suggests that communities convert abandoned railroad tracks into trails for hiking, biking, walking, horseback riding, backpacking and cross-country skiing. Some 50,000 miles of rail routes are presently idle and weedgrown, with more being added yearly, the committee reports, and suggests that recycling such unused land provides opportunities for citizen action. The committee cites communities in Wisconsin, Illinois and Texas where trailways created from unused railroad beds are in operation.

"Throwaways"

In what it believes will save energy and reduce litter, the Environmental Protection Agency has announced that it is drawing up rules and regulations to ban throwaway bottles in military commissaries, Federal cafeterias, and other installations. The EPA's actions on this front are phased so as to avoid unemployment or economic disruption in the aluminum and glass industries.

On the local front, Maryland's Court of Appeals—the highest in the State—held that the city of Bowie acted within its constitutional rights in enacting an ordinance that requires a 5-cent deposit on soft drink and beer bottles and cans. The majority opinion said that the city had demonstrated "the need for a litter control measure and evidence that a similar law had been effective in another State."

Growth v. Sprawl Study

A Tucson, Arizona, study of cost/revenue ratios of implementing a policy of contained growth or continuing existing sprawl patterns reports that contained growth

could save local governments and school districts \$830 million to the year 2000. The results of the study are reported in *Planning* magazine by David Williams who conducted it and Earl Finkler who is principal planner with the City of Tucson Planning Department. The authors describe the study's objectives and methods and say: "After adding, multiplying, subtracting, and redoing, the consultants (who worked with planners) found that the planners' leanings toward contained growth were justified by the fiscal impact analysis."

Fertilizer From Sludge

Milwaukee, Wisconsin, recycles its wastes to produce a salable fertilizer called Milorganite, journalist Tracy Kidder reports in an *Atlantic* magazine article discussing problems of disposing of municipal sludge. The Milwaukee treatment—which dries, sears, and pasteurizes the sludge—results in "a relatively odorless, pelletized substance similar in appearance to ground coffee" marketed as organic fertilizer. The Milorganite enterprise is subsidized by the city, which calculates that the public expense is less than the cost of dumping would be.

A Tool Library

Household maintenance and repair are made easy for householders in Cohoes, New York, through the facilities of a tool library from which tools can be borrowed at no cost. Both householders and city officials consider the tool library a factor in improving the city's houses. The tool library was started as part of the city's Model Cities program and later operated as a Federal work-training program. It is the responsibility of the planning and development office. Its 250 tools are displayed in several basement rooms of an old church and residents of the city may borrow anything from a screwdriver to a cement mixer. The director of the library reported that there was no problem of tools disappearing or being stolen, and that few tools were damaged by users.

Scouting Flimstrip

The advantages of the Boy Scout program in low-income housing projects are portrayed in a filmstrip entitled "Getting With It—Housing and Scouting." Available from local Boy Scout Councils, the filmstrip was produced jointly by the Boy Scouts of America and HUD to spur increased interest in Scouting among managers of both public housing and other HUD assisted multifamily developments. The filmstrip portrays Scouting in low-income housing projects in New Orleans, San Antonio, Cleveland, and Washington, D.C.

HUD's Office of International Affairs

By L. Wayne Gertmenian



*Special Assistant to the
Secretary for International
Liaison*

In an interdependent world, no nation can afford to ignore the experience of other nations dealing with similar problems. Inadequate planning, overcrowding, and blight exist worldwide, and we have much to gain by adapting the successes and avoiding the mistakes of other countries. HUD's Office of International Affairs coordinates the exchange of research and experience between HUD's program areas and foreign governments in order to assist the Department in dealing with America's problems in housing and urban development.

HUD's participation in the international arena is subject to the general foreign policy guidelines of the Department of State. In turn, the State Department, which does not duplicate the technical expertise of the domestic agencies, looks to HUD to provide guidance on matters related to "human settlements." HUD support is essential, whether it be within the context of exchange agreements, participation in international conferences, or advisory services leading to policy formation.

The Office of International Affairs serves as an exchange point for comparative national experience in housing and urban matters through a direct liaison with counterpart agencies in other countries, international bodies such as the United Nations, and the private sector, including trade associations and professional organizations.

Housing and urban programs throughout the United States benefit from the information exchanged under these cooperative arrangements. Specific national programs which have proven to be applicable to HUD's operations include: industrialized building in Japan; consolidation of local governments in Sweden, France, and Great Britain; regional planning in France and Poland; housing management in Great Britain; housing allowances in several European countries; and national and urban growth policy throughout the advanced countries.

History

HUD's international program activities, and those of its predecessor agencies, have varied in nature over a period of more than 30 years. For most of this time, U.S. international activities in the housing field were directed at providing technical assistance to countries with acute housing shortages. Immediately following World War II, U.S. assistance included the exporting of prefabricated housing units, scarce building materials, and skills to Europe under the Marshall Plan.

U.S. foreign aid also included a worldwide program of assistance to countries through consultation and training services and the assignment of HUD personnel overseas. When direct responsibility for housing assistance was transferred to the predecessor of the U.S. Agency for International Development (AID), the Office of International Affairs continued to support AID housing programs by providing technical advice, consultation, and research services using funds from the foreign assistance program.

In 1965, urban affairs was given new recognition as a national priority when the cabinet-level Department of Housing and Urban Development was created. As increasing contacts with other foreign countries revealed similar problems, the potential for learning from foreign experience became even more evident. Expanding its scope, the international program was enlisted as another resource in the continuing attempt to provide decent housing and a suitable living environment for all Americans.

Objectives

Today, HUD's Office of International Affairs has three divisions and 25 staff members. The work of the Office is directed at implementing a number of broad objectives which are based upon the needs of U.S. foreign policy, the Department, and the private sector.

OFFICE OF INTERNATIONAL AFFAIRS

**SPECIAL ASSISTANT
to the Secretary
for International Liaison**

**DEPUTY ASSISTANT
to the Secretary**

ADMINISTRATION

VISITATIONS

INTERNATIONAL PROGRAMS DIVISION

**International Organizations
Bilateral Programs
US-USSR Agreements**

INFORMATION SERVICES DIVISION

**Documentation
Publications
Technical Assessment**

INTERNATIONAL BUSINESS DIVISION

**Industry Assistance
Trade Studies
Private Sector Input**

The International Programs Division has specific responsibility for coordinating HUD's participation in international organizations and related activities. A continuing effort is made to ensure that such participation is truly responsive to the program needs of the Department. This division also administers HUD's foreign bilateral programs with eight foreign countries. Of particular interest is the US-USSR Agreement on Housing and Other Construction, which is currently being implemented.

The Information Services Division has specific responsibility for monitoring developments abroad by identifying, acquiring, and processing data from many foreign sources. These data provide the basis for a series of selective publications which are used to disseminate foreign information most useful to the solution of domestic problems. Finally, the Division provides technical assessment of foreign research and program information.

The newly formed International Business Division facilitates the participation of HUD-related industries in international trade by helping individual firms obtain the full range of services provided by government agencies, international institutions, and non-governmental organizations.

The Office is also responsible for hosting the many official visitors from other countries who come to exchange views and information on a variety of topics of concern to the Department, and for assisting HUD personnel who are on official business overseas.

The above introduces HUD's Office of International Affairs and briefly outlines its activities. The articles that follow explore these activities in more detail and provide several answers to that obvious and frequently asked question: "What is HUD doing with an Office of International Affairs?" I hope you will find these articles both interesting and informative.

International Programs

By Charles N. Rassias and Bruce P. Bertschmann

The awakening of industrial nations to the benefits of international cooperative programs in the field of housing and community development is comparatively recent and is clearly related to the serious problems associated with the urbanization of modern society. Most of these problems are common, though some appear at different times in different countries. It is due to this time differential that we often find that the solutions which we consider and sometimes adopt have already been tested, adopted, and sometimes discarded by other nations.

HUD's international programs may be divided into two types: multilateral and bilateral. Multilateral programs include our participation in international organizations like the United Nations whose activities involve many different governments. Bilateral programs define a one-to-one relationship between governments and, in some instances, HUD and its counterpart department or ministry in another country. Bilateral cooperation with a particular country is agreed to when each side perceives the need for a closer working relationship than that usually afforded by multilateral activities. Both the multilateral and the bilateral programs are designed so that HUD can derive the maximum benefit from the experience, research, and planning of other countries.

Multilateral Programs

HUD participates in a wide variety of international organizational activities. Three of these are discussed here to provide examples of form and scope: the United Nations, particularly its Economic Commission for Europe (ECE); the Organization for Economic Cooperation and Development (OECD); and the Committee on the Challenges of Modern Society of the North Atlantic Treaty Organization (NATO/CCMS).

United Nations Economic Commission for Europe

Headquartered in Geneva, Switzerland, the ECE was established in 1947. Today it has a membership of 34 nations, including both Western and Eastern European countries, the U.S. and Canada. The work of the Commission is carried out by several permanent committees with each member government entitled to representation on each committee. HUD is responsible for the U.S. participation in the ECE Committee on Housing, Building, and Planning. And HUD officials are regularly in attendance at joint committee meetings on housing finance, industrialized building and construction standards, urban and regional research, and national growth planning.

Seminars sponsored by the ECE on topics of current interest to member governments illustrate the work of this UN body. For example, a Seminar on Housing Finance was held in Geneva in August of 1973. This Seminar attracted experts from Eastern and Western Europe to discuss a number of very complex issues related to the financing of new housing by both governmental and non-governmental institutions. The U.S. delegation to the seminar included, among others, the



International Programs Division Director Charles N. Rassias, (second from right) confers with staff members including (clockwise) Frank B. Creasy, Douglas R. Freeman and Bruce P. Bertschmann.

past president of the Government National Mortgage Association, the president and executive vice-president of the Mortgage Bankers Association, the director of research of the U.S. Savings and Loan League, and a professor of economics at Princeton. The fruitful collaboration between HUD and the private sector on that occasion is a model of how overseas experience can be introduced into the national debate on housing policies and programs.

Preparations are now under way for an ECE seminar on transportation in human settlements to be held in Washington, D.C., in June 1976. With strong support from HUD, the Department of Transportation is organizing U.S. Government preparations for this meeting. The proposed focus of the seminar is on practical policies

and strategies to reconcile the need for transport with the concern for the quality of urban life. Some of the topics to be discussed include new transportation concepts and the interrelationships between land use planning, transportation, and energy conservation. Participants expect to arrive at a series of recommendations based on principal findings and conclusions that emerge from seminar papers and related discussions.

Organization for Economic Cooperation and Development (OECD)

In December 1960, the OECD succeeded the Organization for European Economic Cooperation, the administrative arm of the Marshall Plan, as a major forum for Western nations to discuss economic growth policies. Today, 24

industrialized countries belong to the OECD. As is the case with many international organizations, the work of the OECD is carried out by a number of committees. HUD's connection with the OECD is through the Urban Environment Sector Group, a sub-group of its Environment Committee.

The Sector Group divides its study of each selected issue into two phases. First, the experience of different countries is reviewed and analyzed; second, the effectiveness of alternative measures is assessed and conclusions are drawn for consideration by member governments. Sector Group studies of particular interest to HUD have included innovative concepts in urban management and policy instruments for influencing urban growth.

At present, HUD's Offices of Environmental Quality and Community Development Research are active in the Sector Group's work on urban environmental indicators, traffic management schemes, and low-cost improvements in the urban environment, such as vest-pocket parks.

North Atlantic Treaty Organization Committee on the Challenges of Modern Society (NATO/CCMS)

This committee was formed in November 1969 as a result of concern that NATO should have a "third dimension" that would stand apart from its traditional military and scientific programs. Addressing itself to common problems in such fields as health care delivery systems, transportation, regional planning, and the environment, the CCMS utilizes the concept of a pilot project with a member state volunteering as "pilot" to undertake most of the work involved in a particular project. One or two other governments usually support the lead nation in the preparation of a report which is then made available to other governments.

Currently, the U.S. Government, as represented by HUD's Office of Policy Development and Research, is the "pilot" for a CCMS project on Modular Integrated Utility Systems (MIUS). MIUS is a single processing plant which provides all services—electricity, heating, air-conditioning, water and waste treatment and disposal—for residential developments. By handling all services simultaneously, MIUS reduces operating costs and energy requirements by recycling both the heat normally lost in the generation of electricity and the energy content of solid waste. This recycled energy is then used for space heating, air-conditioning, domestic hot water, and liquid waste treatment.

The activities outlined above are descriptive of how HUD's participation in multilateral organizations affords continuous opportunities for realizing benefits from the failures as well as the successes of other countries in addressing many of the problems of modern urban society.

Bilateral Programs

HUD's objective in seeking direct bilateral arrangements with its sister agencies in other countries is to obtain foreign data of value to U.S. programs, and to provide U.S. experience in return. Formal agency-to-agency

arrangements help to provide a specific channel through which the information can flow. HUD's bilateral programs with the French and British governments, discussed below, are illustrative of HUD's work in this field.

In 1969, Presidents Nixon and DeGaulle signed an agreement for cooperation covering a broad range of programs in science and technology. The Department's assignment under this agreement was to assist the French Government in planning a pollution-resistant new town named Le Vaudreuil. The planners of Le Vaudreuil are using a pattern of planned natural growth for the 10,000-acre site 60 miles west of Paris. In some ways, the city is intended to evolve organically, like the unplanned cities of the past, from a central 500-acre core—what the French call *le germe de ville*. This core will permit future inhabitants to change and expand according to their own needs and desires, and provides the opportunity to respond to the advancing technology that cannot now be predicted. Intended as a continuing experiment, Le Vaudreuil is of particular interest to HUD because it is expected to become a model of urban technological innovation based on interdisciplinary research. The Department is continuing to monitor developments at Le Vaudreuil.

HUD's bilateral program with the British Department of the Environment (DOE) involves a number of subject areas, such as British experience with new towns, housing management, and national housing programs. The DOE has been interested in U.S. experience in municipal information systems, citizen participation in planning, and housing finance programs. Under the auspices of this agreement, a joint technical research program was also initiated in 1972 between the U.S. National Bureau of Standards and the U.K. Building Research Establishment to study three subjects: windloads on buildings, the design of water supply and drainage installations, and smoke detection in buildings.

In some instances, the foreign policy initiatives of the White House and the State Department provide the basis for an agreement. In the past few years, the "spirit of detente" has resulted in several different programs of cooperation between the U.S. and Soviet Governments. The Department is directly involved in two: the 1972 US-USSR Agreement on the Enhancement of the Environment, and the Agreement on Housing and Other Construction signed in June 1974.

The world has been so transformed since 1945 that it is now necessary to think in terms of an international technological society with common problems. As the form of modern society is basically urban, it is a matter of self-interest for nations to share with one another the benefits of their experience and research in the planning and development of the built environment. HUD's international programs are designed to meet their interest. ☞

Mr. Rassias is Director and Mr. Bertschmann is Foreign Affairs Assistant in the Information Programs Division of HUD's Office of International Affairs.

U.S. Bilateral Agreements Involving HUD

COUNTRY	GOVERNING AGREEMENT	PROGRAM DESCRIPTION
FRANCE	U.S.—France Science and Technology Agreement (1969)	Joint cooperation on applying environmental technology to new town planning
WEST GERMANY	U.S.—West Germany Agreement on Natural Resources, Pollution Control, and Urban Development (1966)	HUD heads Panel on Urban Development which exchanges information in several program areas.
JAPAN	Memorandum of Understanding between HUD and the Ministry of Construction (1970)	Exchanges of team visits and information in areas of mutual interest
SWEDEN	Memorandum of Understanding between HUD and the Swedish International Building Committee (1971)	Exchanges of team visits and information in areas of mutual interest
SPAIN	U.S.—Spain Friendship and Cooperation Agreement (1970) and the 1971 Memorandum of Understanding between HUD and Ministry of Housing	HUD responsible for Chapter IV of the Agreement. Projects are directed at training professionals in various fields of responsibility.
UNITED KINGDOM	Memorandum of Understanding between HUD and the Department of Environment (1971)	Joint cooperation, exchanges of team visits, individual experts, and information in areas of mutual interest
U.S.S.R.	U.S.—U.S.S.R. Agreement on Environmental Protection (1972). HUD is lead agency for Working Group on Enhancement of the Urban Environment.	Exchanges of team visits and information in several defined subject areas including: historic preservation, recreation zones, solid waste management, developing areas, and existing cities
	U.S.—U.S.S.R. Agreement on Housing and Other Construction (1974). HUD is Executive agency for entire agreement.	Exchanges anticipated in: building design and construction management, building systems and utilities, building materials, construction in seismic areas, building for extreme climates or unusual soils, and new towns.
IRAN	U.S.—Iran Agreement on Technical Cooperation (1975). HUD heads Working Group on Housing under Economic and Finance Committee of Agreement.	Joint cooperation on trade facilitation and exchange of information on variety of subjects, including construction in seismic areas, licensing and bonding practices, and mortgage financing procedures

HABITAT '76

World Recognition of the Primacy of Urban Problems

By Thomas R. Callaway

HABITAT '76, the United Nations Conference on Human Settlements, will be held in Vancouver, British Columbia, in early June of 1976. The Conference will be a major international event similar in scale to recent, much-publicized U.N. conferences in Stockholm, Bucharest, and Rome which dealt with the environment, population, and food. HABITAT '76 will focus the attention of the international community on the complex problems connected with massive urbanization in all countries.



In cooperation with the Department of State, HUD has been selected as the U.S. Government agency which will arrange for the preparation of films, publications, and other planning as necessary on behalf of the United States presentation.

Origins of HABITAT '76

Stockholm, Sweden, was the scene of a world conference on environmental concerns in 1972. There it became apparent that problems of the natural environment—such as air and fresh water pollution, land despoliation, and vanishing species—were paralleled by problems of the man-made environment, such as inadequate shelter, lack of jobs, and human alienation. It was apparent, too, that the natural and man-made environments were inextricably linked—that one could not be considered apart from the other. It was in this forum that awareness of the present and potential problems of human settlements became a primary concern shared by the participating nations. The HABITAT '76 Conference was born of this awareness.

The institutional result of the Stockholm conference was the creation of the United Nations Environmental Program (UNEP) in 1973. UNEP was charged by the General Assembly with general responsibility for global environmental problems, with one of its first priorities being the problem of human settlements. Concomitant with the establishment of UNEP, the General Assembly approved the concept of a world conference/exposition to explore alternatives for development of human settlements.

Objectives of HABITAT '76

For those who visited EXPO '67 in Montreal, Canada, the word "habitat" may bring to mind the innovative approach to mass housing by architect Moshe Safdi. For others, the word will impart a biological definition referring to the "place or location where an animal or plant is found." In the urban context, HABITAT implies the place or location where Man is found. The message of HABITAT is that man will increasingly be found in "human settlements."

The basic objective of HABITAT '76 is to bring together and spotlight worldwide experience in successful, reproducible alternatives in the development of human settlements. HABITAT '76 will constitute the most comprehensive attempt in the history of man to create a world forum for addressing problems of urban development shared by all. Moreover, it will express with urgency the need to revitalize the built environment of the industrialized nations and promote rational development in the emerging nations of the "third world."

The HABITAT Conference represents an opportunity to come to grips with present urban problems and to anticipate future ones. Trend lines show that mankind's numbers will vastly increase by the year 2000, and that virtually all of the increase will be in major urban areas. In the United States, for example, the year 2000 will see five of every six Ameri-

cans living in such areas. This situation, unless handled with skill and foresight, could engender problems great enough in magnitude to threaten mankind itself.

The 135 nations expected to participate in the Vancouver program will examine social, economic, and technical solutions in the context of policy, research, program development, finance, land use, and management. The emphasis will be on solving problems and improving the quality of human life in both urban and rural settlements. Although the agenda is not yet final, five tentative themes have been chosen:

- National Settlement Policies and Development;
- Social and Economic Aspects of Human Settlements;
- Planning and Management of Settlements;
- Design and Construction of Shelter, Infrastructure, and Services for Human Settlements; and,
- Human Settlements and the Environment.

Participants will represent all levels of economic development. They will state their country's development policy and will review current activities and in-depth case studies narrated and recorded on films and slides as the exposition component of HABITAT '76. Recognizing the fact that a major part of development takes place outside government structure, non-governmental organizations (NGO's) will be encouraged to express their views through "HABITAT Forum." Their activities will be closely coordinated with official activities at HABITAT, and will be centered on the campus of the University of British Columbia. The "Forum" will begin a few days before the official sessions, in order to allow the NGO's to work out a coordinated presentation.

U.S. Participation

Subjects are being chosen to assure both a balanced coverage of subject matter and to present a variety of solutions within each problem area. To this end, the United States has

been asked for film presentation of projects in the areas of: urban and environmental management technology; citizen involvement in public decisionmaking and volunteerism in meeting human settlements needs; and conservation of energy and other resources.

The U.S. is fortunate in being able to draw upon the wide variety of projects and sites which will be a part of our Bicentennial celebration. These projects and sites, designated as

process, and will also identify potential innovations adaptable to our domestic needs.

The contacts made will be used to increase and improve the international data base presently available to the Department and industry for research, programming, and general reference. Films and published data related to the worldwide case studies presented at HABITAT will be available as a permanent resource for use by national and multinational groups.




Secretary Carla A. Hills (center) meets with HABITAT Secretary General Enrique Peñaflora (right) and her Special Assistant L. Wayne Gertmenian.

"Horizons on Display," will be open to inspection by foreign visitors traveling to and from Vancouver. Similar arrangements are being made in most participating nations, drawing upon projects which will be undertaken as a result of the HABITAT program. For this reason, and because all participating nations must focus on urban policy as the basis for national reports, HABITAT '76 can be considered as already under way.

Expected Results

The United States and other participating countries are expecting many benefits as a result of HABITAT. Industrialized nations, as well as less developed ones, will participate in the program and make contributions to common problems. Such a comprehensive, comparative presentation will provide an improved general understanding of the urban development

As a long-term objective, it is hoped that HABITAT will result in closer cooperation among existing U.N. agencies concerned with various facets of human settlements development.

On both the national and international scene, HABITAT should stimulate discussions, encourage cooperation, and promote sound, solution-oriented programs for years to come. The hope is that programs generated by the Conference will influence national policies, draw public interest, and marshal resources never before focused on the rational development of human settlements. HABITAT '76 is thus a fitting parallel to our own national concerns as we approach our third century. 

Mr. Callaway is Director, Information Services Division, HUD Office of International Affairs.

HUD's Role in Detente

By Douglas R. Freeman

"The Parties will develop and carry out cooperation in the field of housing and other construction on the basis of mutual benefit, equality and reciprocity."

So reads Article I of the US-USSR Agreement on Housing and Other Construction. Like other international agreements, the document signed in Moscow in June 1974 is a very general expression of intentions. It declares that both countries intend to work together on problems of mutual interest because they believe they can learn from each other; and, in a broader sense, because they believe cooperation will contribute to improved relations between them. Having signed this declaration, each side was left with the task of turning intentions into actions.

And that's where HUD comes in. The Department has been designated the U.S. Executive Agent responsible for coordinating U.S. activities under the agreement. Secretary Carla A.

Hills serves as the U.S. Co-Chairman of the Joint Committee to implement the agreement. The Soviet Co-Chairman is Ignatii Novikov, Deputy Chairman of the USSR Council of Ministers and head of the giant State Committee for Construction Affairs (Gosstroj), the organization responsible for all capital construction in the Soviet Union.

To translate this agreement into action, a thorough investigation has been conducted to evaluate the construction technologies of both countries, thereby assuring a mutually beneficial exchange. The general subject areas currently being considered are: building design and construction management, building systems and utilities, building materials, construction in seismic areas, building for extreme climates or unusual soils, and new towns. While these subject headings are yet to be negotiated, the final work program will surely reflect a mutual concern for life safety and the quality of shelter.

Working groups will be established to undertake the specific projects contemplated. Participants will represent a wide range of Federal agencies and private sector organizations. Specific responsibility for working group leadership has been assigned to the General Services Administration, National Science Foundation, and the U.S. Army Corps of Engineers, in addition to HUD's Office of Policy Development and Research, New Communities Administration, and the Office of Housing Production and Mortgage Credit.

The collaboration envisioned by this agreement will not only provide an opportunity for scientists and technicians to exchange knowledge and experience, but more importantly, improve understanding and cooperation between the United States and the Soviet Union.

Mr. Freeman is a foreign affairs assistant in the Information Programs Division, HUD Office of International Affairs.

Author, Douglas R. Freeman, joins in discussion between President's Executive Interchange Fellow Frusina H. Fedlam and Peter Michel, Deputy Assistant, HUD Office of International Affairs.



in print

Housing and Social Policy, by Chester W. Hartman. Prentice-Hall, Englewood Cliffs, N.J., 1975. 184p. \$6.95.

Housing and Social Policy was completed as general inflation was causing mortgage money to dry up, interest rates to soar, land prices to rise steeply, housing production to fall, and prices and rents of new and existing housing to rise beyond the means of most families. In 1973, a moratorium was declared on all federally funded housing and community development programs, pending a reevaluation of government's role in housing. Later that year, the administration announced its intention of ending most of the existing housing programs and substituting a housing allowance approach, although, according to a number of authorities, legislation to implement this might not be forthcoming for a long time.

The 1974 Housing and Community Development Act provides for a drastic reorganization of Federal aid to localities by substituting block grants for the former system of funding specific programs and revises many of the Federal housing programs. These events, Hartman believes, suggest an increased need for more widespread understanding of the Nation's housing problem, why it exists and what will and will not provide solutions. His basic premise is "All Americans have the right to decent housing in decent surroundings of their own choosing, at rents and prices they can afford." However, given the "economic and political interests that shape the housing system" can decent housing be achieved?

Dr. Hartman attempts to answer this question by first considering two essential elements of the housing problem—housing needs and housing goals. Traditionally, housing needs were measured by health and safety factors. In recent years, social pathologies such as juvenile delinquency, and family disorganization were also used to evaluate housing needs. According to Hartman, the physical quality of the dwelling unit, extent of overcrowding, the burden of housing costs, and the quality of the social and physical environment should all be considered in measuring housing need or deprivation.

When the National Housing Goal, "a decent home and suitable living environment for every American family" appeared in the 1949 Housing Act, virtually no consideration was given to implementation. In the 1968 Act, Congress reaffirmed the goal, acknowledged it had not been fully realized, and determined "that it can be substantially achieved within the next decade by the construction or rehabilitation of 26 million housing units, 6 million of these for low- and moderate-income fam-

ilies." Although there was no attempt to implement the "suitable living environment," the number of units projected to realize half of the goal is impressive. However, the sharply rising costs of housing production and the price of capital are two major reasons why knowledgeable observers of the housing scene, Anthony Downs and Michael Sumichrast, feel the goal will not be met in 1978.

To help the reader further understand why "the nature of the housing system is such an insurmountable barrier," Hartman feels it is important to understand the system as it affects the new and existing stock of housing, and the Nation's ability to produce new dwellings. Many factors affect new dwelling production, including the builders' sources and amount of capital and costs of borrowing, the impact of these costs on the housing consumer, the rate of housing industrialization, building code standards and zoning restrictions. Each of these factors can have positive and negative effects. For example, building codes insure the housing consumer that he is buying a good product. "And to the extent that high minimum standards raise the cost of housing, the overall interests of the housing consumer are sacrificed to the exclusionary interests of a locality's present population." Development of uniform and flexible codes is Hartman's long-range answer to this problem.

"The maintenance and renewal of the existing stock must also be a prime concern..." In most inner-city areas, housing and real estate conditions have been deteriorating in recent years. The principle problem is the conflict between the profit motives of owners and the capacities and demands of lower-income tenants. One solution is a comprehensive rehabilitation program incorporating housing codes geared to the legal and economic relationships between those who own property and those who consume housing.

No book on housing problems and solutions is complete without a discussion of governmental impact. Extensive consideration is given to public housing, "the Nation's oldest and largest program of direct government housing assistance," because this program produced nearly 1.2 million units and because 3 million low-income Americans will continue to live in public housing. It is Hartman's conclusion that although the public housing program had serious quantitative and qualitative shortcomings the lessons learned can be used to design a better way to meet the Nation's housing needs.

—Doreen Buck Tilton
Library Regional Liaison, HUD

The dramatic price increases for oil, gas, and electricity have intensified the Federal Government's efforts to develop alternative energy sources and technologies. One of the most promising of these alternatives is the utilization of the sun's energy.

Four laws enacted by the 93rd Congress (Box No. 1) establish a National Solar Energy Research, Development and Demonstration Program. Overall responsibility for this major undertaking is assigned to the newly-created Energy Research and Development Administration (ERDA). HUD has lead responsibilities for the residential demonstration portion (Box No. 2) of the National Solar Heating and Cooling of Buildings Program, a major part of the larger National Solar Energy Program.

Harnessing the sun's energy is not a new idea. Solar devices date back at least as far as the Renaissance. By the 19th century, solar engines were designed and built to produce power for several practical purposes, including printing presses, electric lights, and the distillation of water. In the 1920's and 1930's, solar hot water heaters were fairly common in South Florida. The installation of these devices declined as alternative energy systems became more cost competitive in the 1950's. Solar water heaters are commercially available now in Australia, Israel, and other countries.

In the past 25 years, a number of model homes and commercial facilities have been built using solar energy for space heating and cooling as well as heating water. The National Science Foundation has supported many of the more recent projects.

Harnessing Energy from the Sun

HUD's Heating and Cooling Demonstration Program

By Arthur Reiger and Toba Penny

Box I

Solar Energy Legislation

Solar Heating and Cooling Demonstration Act of 1974 (P.L. 93-409)

- Directed HUD and NASA to develop and demonstrate solar energy systems in residential and commercial applications.
- Directed HUD to undertake market development activities for solar energy.
- Provided for a Solar Heating and Cooling Data Bank.

Energy Reorganization Act of 1974 (P.L. 93-438)

- Created ERDA.
- Authorized ERDA to assume NSF and NASA roles in solar heating and cooling demonstration program.

Solar Energy Research, Development and Demonstration Act of 1974 (P.L. 93-473)

- Established a national Solar Energy Program.
- Provided for the transfer of this program to ERDA.
- Provided for a Solar Energy Data Bank.

Federal Non-Nuclear Energy Research and Development Act of 1974 (P.L. 93-577)

- Provided direction to ERDA in energy research.
- Established ERDA patent policy.

Space heating and cooling and the provision of hot water for buildings represent about 25 percent of the total U.S. energy consumption. The Federal Energy Administration's Project Independence studies conclude that the residential application of solar heating and cooling can be an important element in solving America's energy problems by 1985.

HUD Responsibilities

The Solar Heating and Cooling Demonstration Act directs HUD and other participating agencies "to provide for the demonstration within a three-year period of the practical use of solar heating technology, and to provide within a five-year period for the development and demonstration of combined heating and cooling technology." The National Plan for Solar Heating and Cooling* transmitted to the Congress by ERDA and HUD on April 7, 1975, provides further details on HUD's role.

HUD's Office of Policy Development and Research has the responsibility for implementing HUD's solar heating and cooling demonstration program, which includes two related activities: 1) Residential demonstrations in which solar equipment will be installed in new and existing dwellings; and 2) market development efforts to encourage the rapid and widespread acceptance of solar technologies into the housing industry.

Residential Demonstration

The residential demonstration program is expected to provide for the installation or integration of solar energy systems into a substantial number of units during a 5-year

* Single copies of the report may be obtained by writing to the ERDA Technical Information Center, Post Office Box 62, Oak Ridge, Tennessee 37830, and requesting Document ERDA 23.

Box II
**Who's Who in the National Solar Heating and Cooling
of Buildings Program**

Activity Area	Participating Agencies
Overall Program Management	* Energy Research and Development Administration
Solar Energy System Research and Development	* Energy Research and Development Administration, National Science Foundation, National Aeronautics and Space Administration, National Bureau of Standards, National Oceanic and Atmospheric Administration
Residential Demonstration	* Department of Housing and Urban Development, Energy Research and Development Administration, Department of Defense, National Bureau of Standards, Federal Energy Administration, Federal Power Commission
Commercial Demonstration	* Energy Research and Development Administration, Department of Defense, Federal Energy Administration, Federal Power Commission, General Services Administration, Department of Health, Education and Welfare, Department of Interior, Department of Agriculture, U.S. Postal Service

* Lead agency

period. In the early part of the demonstration, most of the units are likely to provide only for hot water and space heating. Later, a larger portion of the demonstration units will include cooling capabilities. All of the systems used in the demonstration program will have 100 percent back-up provided by conventional heating and cooling systems.

In order to select demonstration locations, HUD has solicited proposals for the development of an experimental location matrix which will include data on: climate; different types of communities—urban, suburban, and rural; housing types and markets; local codes and regulations; local financing modes; and appropriate types of solar hardware for different locations. Using this matrix, HUD will select locations with the most appropriate mixture of factors. The potential locations will be identified at the Standard Metropolitan Statistical Area (SMSA) level.

Together with this activity, three other major efforts are under way. First, ERDA will request information from solar energy equipment manufacturers and suppliers on available solar energy systems and components. Those judged ready for installation will be considered for various

demonstration projects. Solar equipment requiring further development will be considered by ERDA for possible development funding and will be eligible to apply for the later demonstration cycles.

Second, based on the potential demonstration locations identified in the matrix and the results of the first cycle of solar hardware evaluation, specific project proposals will be solicited on a local basis from builders/developers, State and local agencies and other organizations. Project proposers will be required to demonstrate their ability to provide the land and financing, integrate available solar equipment into the building design, construct and market the residential dwellings, and provide warranties to the eventual purchasers of the units. The selected project developers will subcontract with the solar equipment manufacturers to supply the heating and cooling systems for the dwelling units.

Finally, HUD will also seek proposals for projects in which the solar equipment and the residential units have already been identified and integrated or for projects which include passive solar energy concepts.

Private builders/developers will play the lead role in new construction, while cities and States will be encouraged to offer existing housing that can be equipped with solar energy systems. Generally, HUD will make available to the project developers some or all of the *additional* funding for design integration, procurement, and installation of solar energy systems into the dwelling units.

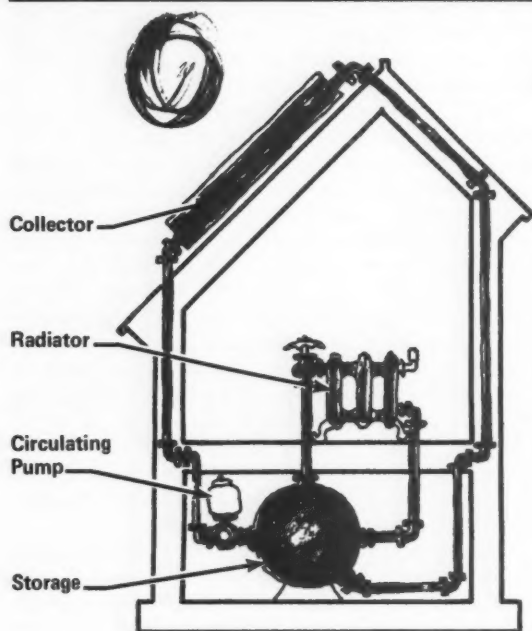
The program will be implemented in cycles because past experience indicates that a "one-shot" demonstration of new technologies tends to freeze the state-of-the-art at the time of the demonstration. The residential demonstration solicitations and selection processes will be repeated with appropriate modifications at intervals of approximately one year. Any system which is not accepted for a particular demonstration cycle can be proposed for subsequent cycles. Similarly, developers who do not participate in earlier cycles may, if additional projects are allocated in their localities, participate in later cycles.

Market Development

The other major focus of HUD's activities in solar energy is a series of interrelated market development tasks to stimulate the transfer of the residential application of solar energy from a demonstration basis to broad utilization in the larger housing market. These tasks include:

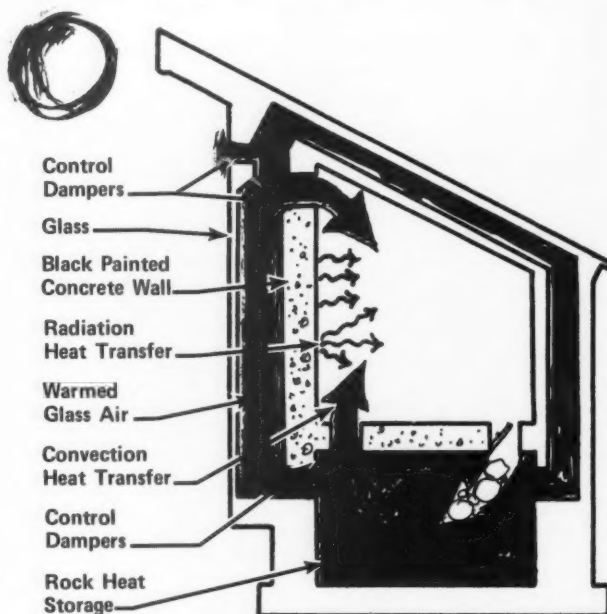
- Developing performance criteria and establishing procedures for product certification in order to assure product quality and performance for solar hardware. HUD, using the services of the National Bureau of Standards, has developed interim performance criteria. These are available from the Government Printing Office.** Data generated from the demonstration projects

** *Interim Performance Criteria for Solar Heating and Combined/Systems and Dwellings* (Stock Number 003-003-01388, Class C-13.6/2; SO 4), \$1.90.



POSSIBLE ACTIVE SYSTEM

In an active solar energy system, mechanical assistance is used in the collection, transmission, storage and distribution of solar energy. The sun's energy is absorbed by a collector, which can consist of a transparent cover over a black-colored absorbing surface. Energy trapped in the collector in this case heats up water that flows through the collector. The heated water transmits the energy to a storage unit. (The heat transfer can be accomplished with the use of other fluids, such as air.) Heat, as needed, is taken from the storage unit and distributed through the building.



POSSIBLE PASSIVE SYSTEM

In a passive system the solar energy function is accomplished by the structure of the unit. The sun's rays pass through a glass outerwall and are absorbed by the dark-colored concrete wall. The warmed air rises through the space between the glass and concrete walls and then circulates through the house to a rock heat storage area in the basement. Dampers control the amount of air circulating through the house.

Drawings by John B. Mooney

will help to validate and refine the criteria. In addition, appropriate industry and trade organizations will assist in establishing certification procedures.

- Analyzing technical and economic aspects of solar heating and cooling systems. Although solar units may have higher initial costs than conventional systems, operating savings may be substantial. Determination and comparison of initial and operating costs will help to measure the effects of higher first costs on the size of mortgages and downpayments, property insurance rates, and tax assessments.

- Disseminating information to the users of solar heating and cooling systems, including consumers and professionals involved in the design, development and construction of housing.

- Studying institutional factors that may affect widespread introduction of solar energy systems into the housing market. Areas which will be addressed here include: local building codes and zoning regulations, alter-

nate forms of ownership and financing, and the provision of supplemental back-up service by utility companies.

- Developing manuals of practice for design, construction and service and warranty arrangements.

While HUD is involved in the residential demonstration program, the Energy Research and Development Administration is carrying out a similar program to demonstrate the application of solar heating and cooling for commercial buildings. ERDA is also responsible for the research and development of new and improved solar technologies and will be supported in this effort by the National Science Foundation, National Aeronautics and Space Administration and other government agencies. These combined efforts represent a major attempt by the Federal Government to develop and encourage the widespread use of an alternative energy source.

Mr. Reiger is a market development specialist in HUD's Solar Heating and Cooling Demonstration Program. Ms. Penry is a consultant.

notebook

This year's winners of the All-American Cities Awards sponsored by the National Municipal League are: Allentown, Pennsylvania; Excelsior Springs, Missouri; Fall River, Massachusetts; Gardner, Massachusetts; Grand Prairie, Texas; Norfolk, Nebraska; Pontiac, Michigan; Raleigh, North Carolina; South El Monte, California; Spencer, West Virginia; Spokane, Washington; and Wooster, Ohio. Judges took note of citizen involvement and influence in day-to-day operations of the governments of the 12 winners. The National Municipal League is a nonprofit citizens research and education organization that works to promote effective citizen participation in State and local government.

Stepping up its research into prevention of lead-poisoning in housing, HUD awarded a \$64,000 contract to the Johns-Manville Research and Development Center in Denver, Colo., for development of a non-hazardous, flexible sheeting to cover lead-painted surfaces.

Highly efficient and economical systems to apply new types of spray paint, electro-static spray and a seamless coating system in public housing projects are being demonstrated in 12 cities across the country under a \$150,093 HUD contract. Equipment for the three systems are being transported on the 8,500-mile tour by a mobile unit known as a "paintmobile." The first demonstration was held in Washington, D.C.'s Harvard Towers, a high rise for the elderly.

HUD has published a report that is expected to help local government officials plan the future of their urban renewal projects. Entitled *Evaluating Local Urban Renewal Projects: A Simplified Manual*, the document gives suggestions for a procedure to determine whether projects should be continued unchanged, altered, or terminated. It also indicates possible costs and benefits for local government decisionmakers to consider in making future urban renewal decisions.

HUD has published final regulations by which State housing finance agencies will operate under the Section 8 Housing Assistance Payments program.

The 1975 Awards Program, sponsored by Keep America Beautiful, Inc., will honor organizations and groups for their efforts to improve the local environment on the eve of the Bicentennial. Awards are offered for statewide, community, county and regional programs. There are special categories for government agencies, the media, business firms, young people and citizen organizations. Nominations may be submitted for any formally or informally organized group that conducts an ongoing improvement program. Efforts must involve citizen education and action and should include, but not be limited to, activities to control littering. Entry forms are available from KAB, 99 Park Avenue, New York, N.Y. 10016. The deadline for entries is August 31, 1975.

A HUD 701 grant to the Southern Tier Central Regional Planning and Development Board has led to the organization of a Rent-a-Kid program in Horseheads, N.Y., to bring together homeowners and others who want odd jobs done and youngsters who are looking for a chance to earn money.

HUD has instructed its Field Offices to conduct workshops that will train LHA personnel to develop their own energy conservation programs.

A specialized information system enabling local officials to monitor urban growth and forecast future development is in operation in fast growing Fairfax County, Va., a booming suburb in the Washington, D.C., metropolitan area. Called UDIS, or Urban Development Information System, it was developed by the county over the past 3 years under a planning research grant from HUD's Office of Policy Development and Research.

HUD grants totaling \$660,000 have been awarded five universities to develop academic training programs and complementing internships for housing managers. Grants went to Howard University, Wash., D.C.; Southern University, Baton Rouge, La.; Winston-Salem State University, Winston-Salem, N.C.; Texas Southern University, Houston, Texas; and Temple University, Philadelphia, Pa.

Information Services

by Concetta G. Capoen and Susan C. Judd

There is widespread interest in government and the private sector regarding experiences other countries have had with housing and community development. Information about those experiences does exist—if you know where to find it and how to evaluate it. The Office of International Affairs provides this service for the Department and others who need it by acquiring, processing, assessing, and disseminating foreign information. This effort is centered in the Information Services Division of the Office.

Collection and Documentation of Foreign Information

Over the years, an extensive library of foreign information has been accumulated on many housing and community development subjects. Documents are received on a regular basis from countries with which HUD has agreements for information exchange, as well as from international organizations. Documents are also received on an irregular basis through informal contacts from nearly every country in the world.

Each document is reviewed, and if judged valuable, is numbered and catalogued. As documents are processed, they are sifted for innovative techniques—in such areas as technology, housing finance, or housing management—and examined in light of the known research needs of the Department and its constituent industries. If a document is very recent and of great interest, it is immediately called to the attention of the Department's operational areas and others who might have a need to know.

The documents are catalogued with the aid of a magnetic tape sys-

tem. When a tape has been filled and edited, it is sent to the National Bureau of Standards Computer Institute, where the information is converted so that it can be automatically retrieved. The NBS computer then furnishes three types of indices: country, bibliographic citation, and Key Word Out of Context (KWOC). The last of these, KWOC, makes it possible to select a given word and to list all items using that word. Next, the Office of International Affairs publishes an Accessions List based on the printouts of material recently added. The list, published every 6 to 8 weeks, is distributed through a select mailing list. While most of the material falls under the category of building and housing, there is also information on planning, research, economics, the environment, energy, legislation, architecture, land use, urbanization, regional development, and many other subjects.

HUD is the primary user of the information system. But the system also serves the needs of other government agencies. For example, the Department of Commerce uses information drawn from the system in publishing its series of reports on construction in foreign countries. The Agency for International Development uses it for obtaining the most recent technical details on housing and community development. Other users of the system include Members of Congress, university researchers, local government authorities, and the many private organizations in the United States which are involved in housing and related fields.

Business firms are also being assisted with increasing frequency. Quite often, they are referred to the Office by other agencies, particularly

the Department of Commerce. Information is provided, when available, to people planning to sell either commodities or services abroad. Inquiries are also made by those who plan to apply foreign techniques in the United States.

Publications Program

The Office of International Affairs publications program presents information on foreign experience in the fields of housing and community development and related areas. There are four types of publications, each designed to deal with a particular type of information need:

- **HUD International Information Series:** features on subjects of current interest, brief abstracts of articles from other journals, information on HUD's international activities, a calendar of international meetings on subjects of interest to HUD and HUD-related industries, and information on job and business opportunities abroad.

- **HUD International Country Profile Series:** short studies on housing and community development activities in a specific country, including information of interest to businessmen contemplating overseas ventures.

- **HUD International Information Sources Series:** bibliographies on specific subjects, as well as listings of bibliographic sources.

- **HUD International Special Report Series:** independently prepared studies or reports on a specific subject meriting HUD-sponsored dissemination, or reports prepared in response to a special Departmental requirement or interest.

Since the inception of the program




Discussing plans for a new issue of the HUD International Information Series are (from left to right) Ann R. Weeks, Thomas R. Callaway, Harriett Holly, Concetta G. Capoen, Yvette Williams, and Marie Becton—all members of the staff of HUD's Office of International Affairs.

in 1970, a mailing list of some 14,000 entries has been developed. Recipients consist of a broad cross section of the housing industry, including professionals in the field, trade organizations, developers, university research centers, planners, businessmen, housing officials at the

Federal, State, and municipal levels, and others who indicate interest.

Through the publications program, valuable international experience can be channelled selectively to the needs of those concerned with the quality of urban life. There is a wealth of information "out there"—and the

Department can save money, manpower, and time by tapping it. 

Mrs. Capoen is Chief, Documentation and Publications Branch, and Mrs. Judd is Documentation Specialist, both in HUD's Office of International Affairs.

International Trade

New Horizons for HUD-Related Businesses

By Francis C. DeLucia

To date, U.S. housing and community development businesses have played a minimal role in international trade compared with other U.S. industries. Indeed, housing itself has been a neglected sector in many countries, and consequently, the market for housing-related products has been limited. The findings of the first United Nations World Housing Survey, prepared in 1973, indicate a clear disappointment with the quantitative results of housing production throughout the world. In only a few instances did countries meet the target of building annually 10 or more housing units per 1,000 inhabitants.

More recently, however, a number of governments have adopted housing and planning policies, and have initiated sizable programs. As a result, the demand for American products and technology in this field has also increased. The potential for doing business in foreign markets is now being explored through private and government channels in an effort to promote trade expansionist activities among HUD-related industries.

International Business Focus

Historically, HUD's assistance to U.S. firms seeking overseas markets for their products and services has been

limited. In late 1974, however, the Office of International Affairs conducted a comprehensive survey to determine first, what kinds of services HUD-related businesses needed if they were interested in international trade; and second, what kinds of services were currently being offered by both government and non-government organizations (NGO's). The survey indicated that many of these NGO's provided only a limited number of international trade services, concentrating instead on domestic business activity. At the same time, it was found that government agencies most directly concerned with trade did not have sufficient resources to service the specialized needs of housing and community development-related firms and would welcome HUD support. The International Business Division was established to provide this support by performing the following functions:

- Monitoring foreign trade activities and conveying the information to the appropriate trade associations to promote and develop increased international trade activity by the housing and community development sector of U.S. business.

- Maintaining liaison with the Departments of State and Commerce and other agencies to help insure a recognition of the specialized problems and needs of HUD-related firms engaged in international trade.

- Developing innovative plans and programs for facilitating international trade participation by HUD-related firms.

Specialized Information Needs

The International Business Division hopes to make needed information available to the business community,

and thereby to contribute to a new awareness of the possibilities of international trade. To launch this effort, a special report entitled *Services Available to HUD-Related Businesses in International Trade* will be issued soon. This report identifies the major governmental and non-governmental organizations, their programs, and the ways they can assist U.S. housing and community development firms conducting international trade. The report references sources of information on trade support services, country studies, exhibits, and trade fairs. A series of country profiles is also being planned to focus specifically on business and economic data in the area of housing and urban development. Profiles will be prepared for countries where U.S. trade prospects appear favorable.

A continuing effort will be made to identify items such as business opportunity leads, trade missions, trade fairs, and information concerning the application of U.S. housing technology in foreign countries. This information will be processed and disseminated through the Office of International Affairs publications program on a regular basis.

Non-Governmental Organizations and Trade Associations Liaison

NGO's and trade associations offer a variety of services to U.S. businesses that are either planning or already engaged in international commerce. A major emphasis of the International Business Division will be to support these organizations in their trade assistance efforts and encourage them to expand their activities in the housing and community development field. Assistance offered by HUD-



Author, Francis DeLucia, who directs HUD's new international business focus, is shown with Mary F. Lyle, executive secretary to the Director of the Office of International Affairs.

related NGO's and trade associations includes such services as technical assistance, market research and analysis, personnel recruitment and training, loans and repayment advances, libraries, language translations, and overseas facilities. Many of the organizations also sponsor a variety of conferences, workshops, institutes, technical seminars, and exhibits.

Private Sector Input

Efforts are being made to develop a better understanding of ways the U.S. housing industry can contribute to international housing and community development needs. In this connection, participation by the private sector in international conferences, symposia, and programs is being encouraged.

Whenever possible, representatives from the private sector are included as members of the U.S. delegations. For example, the 1974 U.S. delegation to the annual meeting of the Economic Commission for Europe's Committee on Housing, Building, and Planning included Walter B. Williams, President of the Mortgage Bankers Association of America. In February 1975, William Stricker, President of the National Association of Building Manufacturers, participated in a U.S. team visit to Iran. At the request of the U.S.-Iran Joint Commission, the group made an initial exploration of whether the U.S. housing industry, assisted by the Federal Government, can provide manufactured housing units for Iran. The establishment of a Working Group on Housing under the aegis of the Commission has been proposed to identify housing and community development needs and develop ways of meeting them.

HUD and World Trade

HUD's new international business program will help alert U.S. housing and community development-related firms to export opportunities. The benefits of increased international trade activity are numerous. By responding to housing needs throughout the world, these firms will create more jobs for American workers at home, and make a positive contribution to the U.S. balance of trade. Moreover, overseas involvement can help strengthen the housing industry, thereby making it better able to respond to domestic needs. ☞

Mr. DeLucia is Acting Director, International Business Division, Office of International Affairs.



Foreign Heritage and American Cities

By Thomas R. Callaway
and David P. DeSelm

From the first wielding of axe and trowel to provide shelter for new arrivals from Spain and England, American communities became deliberate or subconscious copies of European villages and towns. Whether military outposts for conquest or quiet agricultural villages, artisans and family builders created in the only style they knew—that of the old world. Today we may study or be amused by a grim stone fortress on a peaceful Florida shore, or the foundations of townhouses in a Virginia whose major 17th century asset was seemingly limitless land. However, each expressed the living norm of the day.

Then as now, man sought for the comfort of familiarity, and used the technology at hand. The beginning of something “American,” therefore, did not start with invention, but with adaption of known “style” within the limitations of available skills, tools and materials. These very limitations, which must have been viewed purely as frustration by our ancestors, became the basis for something new, whether crude through necessity, or a clean expression of beauty through unintentional simplicity.

Development Incentive

As part of an overseas empire, America was essentially a source of raw materials and a market for finished goods. With time, these goods included design manuals, (products of

the rapidly expanding technology of printing), plus furniture, windows, glass, milady's fashions or a rare “coach and four,” dictating architectural and planning styles for those able to afford such luxuries. Those with little means other than the soil and skill of their hands continued to do the best they could, always with the hope for something better. This striving was reflected in the shape of a gable, a “stylish Sunday dress” or a piece of prized Dutch or English pewter on the mantle. Later, this striving for material success, coupled with the vitality of immigrants and ambitious “establishment” alike, were to create a flow of ideas which led to the export of typically American urban characteristics to the old world. In the meantime, European communities were reproduced throughout the country. English villages appeared in New England; Spanish architecture dominated the Southwest; even the log cabin, now symbolic of frontier America, was originally the dwelling place of hardy Vikings.

Accelerated Change

Independence and industrialization combined to create westward movement to acquire new land, on which new communities and a thin network of dusty roads appeared with breathtaking speed. Established coastal cities became centers of aggressive domestic and foreign trade, openly

competing with the old world for a share of the market in goods and ideas. Cities such as Philadelphia and Savannah, which had been planned and planted on “ideal” Renaissance patterns in a previous century, were already showing the signs of sprawl so characteristic of today.

The influence of European planning spread in the 19th century, with Scottish industrial towns copied in Massachusetts, and English parks becoming characteristic of city and small town alike. The new suburban sprawl produced villas and chalets in a rustic setting which represented not only the “Victorian Romantic” spirit of the time, but a desire to be “in the country,” and away from the smoke and dirt of the city.

Development for the “Ordinary Man”

Concern for the less affluent was expressed through both religious and romantic channels. All manner of citizens organizations flourished, and “settlement houses” sprang up on the model of London's Toynbee Hall in attempts to deal with widening gaps in social and economic life.

By the beginning of the 20th century, waves of immigrants had added to the threat of famine and violence in the growing industrial worker population, leading to adoption of health and housing standards reflecting Dutch and English laws of the day. Building and planning codes and standards, such as the New York City



Tudor Hall, St. Mary's County, Maryland

Code of 1916, based on German experience, were significant steps in the evolution of government concern for the physical well-being of cities and the people living in them.

Scotland, Germany, and Holland provided models for concepts ranging from apartment developments to co-operatives. English experience with subsidies led to the public housing of President Roosevelt's New Deal era in the 1930's.

Not all concepts borrowed from abroad provided the desired results. For example, none could predict that the gleaming high rises designed by Le Corbusier would become Stuyvesant Town and Pruitt Igoe. While Le Corbusier's work reflected revolt against the architectural excesses of Victorian and Edwardian design, it

created its own problems by ignoring the human factor.

Concepts and Technology

In construction, changing technology created a new architectural language. Cast iron in France and England of the 1830's provided wide open spaces which were quickly adopted for American use. Washington's capitol dome is patterned after a Leningrad Cathedral, and London's British museum. Massive iron train sheds, once common to every American city as focal points of activity and civic pride, are only now being torn down or converted to uses reflecting our automobile society.

French training led to the first steel frame high rise in Chicago. Louis Sullivan of that same city, influenced "second hand" by a fellow

American who had studied abroad, created the Wainwright and Guaranty Buildings of St. Louis and Buffalo. Inspired by Sullivan, Frank Lloyd Wright drew on the forms of Near and Far East and the colors of nature for work which attracted students to his studio from all parts of the world.

In the field of planning, Ebenezer Howard's "Garden Cities of Tomorrow" concept sought to reduce congestion and provide a more healthful environment. Based on this concept, Letchworth and Welwyn near London were matched by Radburn, New Jersey, and Sunnyside, in Queens borough of New York. Postwar planning further translated this concept from London satellite towns to Reston, Virginia, and Columbia, Maryland, by the 1960's.



Jefferson Rotunda, University of Virginia

San Xavier Del Bac Mission Church, Tucson, Arizona



Today

American architecture and planning of this century reflect a struggle between the classic forms and stark expressions of glass and concrete technology. As in all other countries, our dwellings and places of work reflect our economic, social, religious and political way of life. The very confusion and proliferation of forms and systems in cities of the 1970's reflect the world's happenings and peoples. Whether the work of America's Wright, or Finland's Alvar Aalto, our struggle for a livable environment reflects the vitality of *difference*, which defies the theory of a "melting pot"—whether social, economic, or technical.

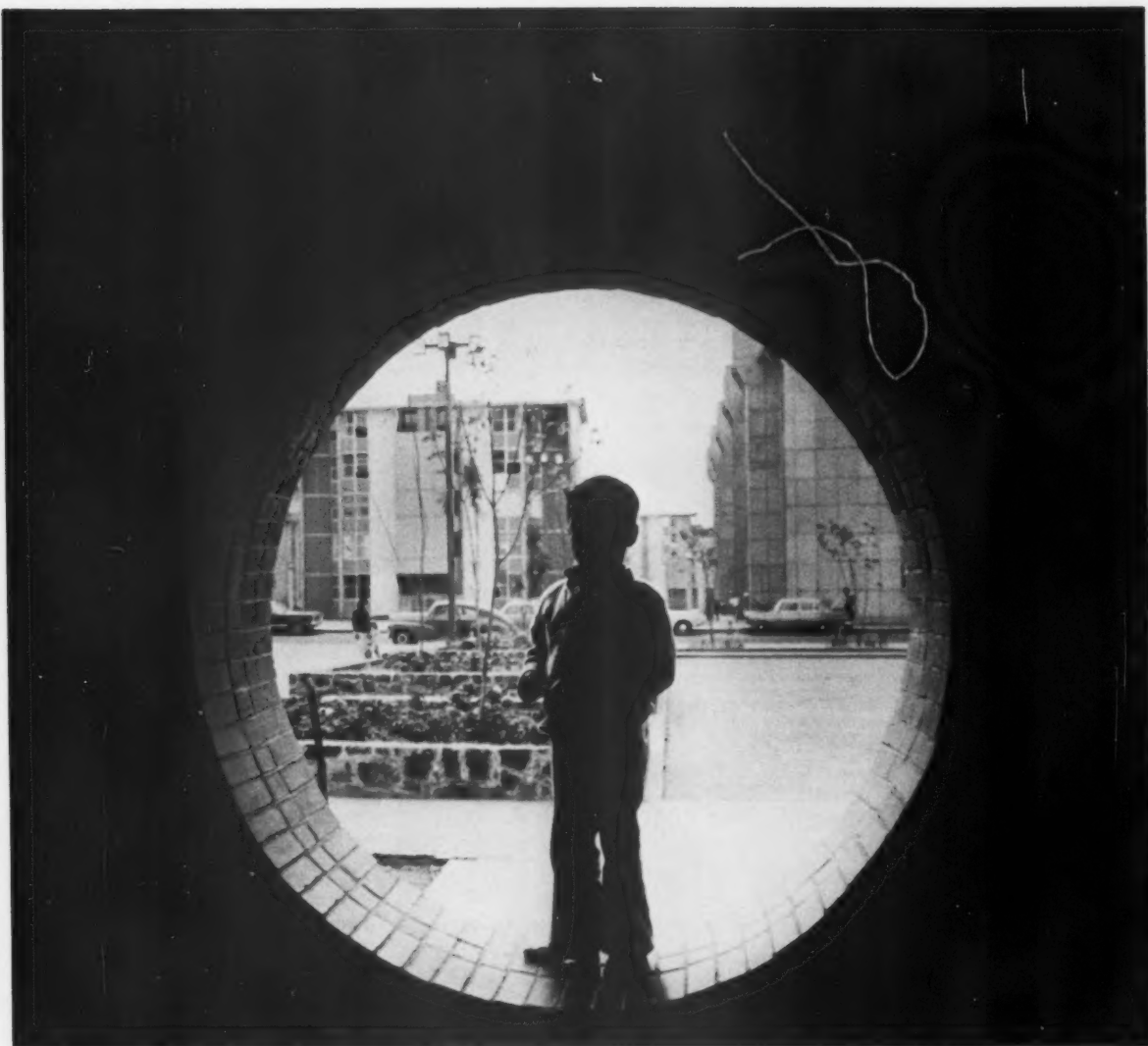
Today, the architect, the sociologist, and the industrialist draw on world experience in a manner inconceivable to the inhabitants of early Williamsburg, the California Missions, or New Orleans. Today, the Louis Kahns of America move as freely as their "foreign" counterparts, influencing the use of material and form in a rapidly urbanizing world.

Tomorrow

Much remains for us to learn from the urban experience of all nations. However, as we face the demands of our third century, we find that American life, as expressed by our cities, is a part of the "coin of exchange" in an increasingly internationally aware world—two thirds of whose people are only now facing the urban development revolution.

Many people and nations increasingly look to us for the example we sought in others when the soil was first turned for construction of St. Augustine and Jamestown. Whether expressed in rural to urban migration or suburban sprawl, the urbanization process is vital and continuous. This process presents a challenge as great as any faced in our national history—and whether it's our choice or not—a process we share with the world. ☞

Mr. Callaway is Director, Information Services Division and Mr. DeSelm is Technical Assessment Officer, both in HUD's Office of International Affairs.



INFONAVIT (Institute of the National Fund for Workers' Living Conditions) is a Mexican quasi-governmental organization created to provide living quarters for employed workers.

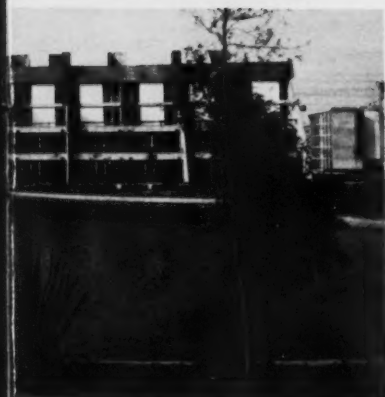
Each employer is assessed an amount equal to five percent of each of his workers' salaries. INFONAVIT manages the funds. Construction credit and finance programs are underway in more than 89 cities in all states of the Mexican Republic. The housing assistance is awarded on the basis of a formula which gives preference to those workers most in need. Recipients are chosen by a computer that contains data on each employee. When a worker has been selected, he may choose from five kinds of low interest loans:

- ☐ For home repair
- ☐ For new home construction
- ☐ To substitute for higher interest financing
- ☐ For free-market housing, or
- ☐ To purchase homes built by INFONAVIT





Two years after enactment of legislation, INFONAVIT provided 5,000 homes in a park-like setting, well served by transportation and close to major industrial centers.



Low-income families live in modern, well designed units near schools, a variety of stores and recreation areas. In the Mexican tradition, building variety and vivid colors enliven the urban landscape.



A park and recreation scheme weaves its way through the community. Active and scenic areas alternate along the route, providing plenty of activity for the ubiquitous youngsters.

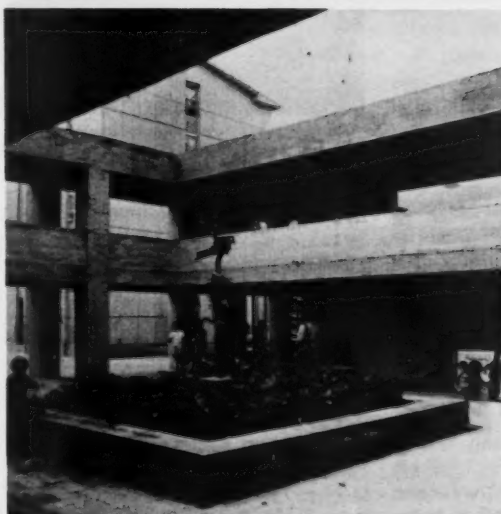
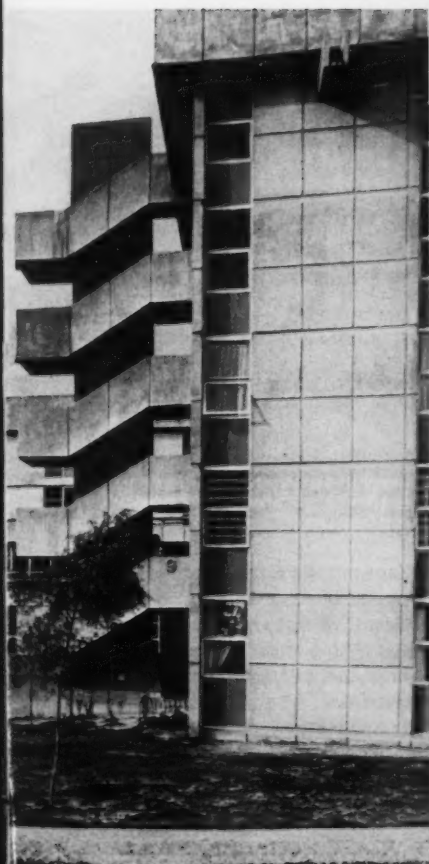


One of the most dramatic examples of the help provided by INFONAVIT to purchasers of homes it builds is a large complex in the southeast section of Mexico City, called Ixtacalco. It houses 19,000 people in units priced from \$6,000 to \$16,000. Designed by an interdisciplinary team of INFONAVIT specialists and their consulting architects, the community was under construction only months after the legislation was signed in 1972.

Work has almost been completed on a second stage, consisting primarily of townhouses.

Ms. Dean is director of the Governmental Assistance Division in HUD's Office of Community Planning and Development.





A second sector of more formal layout is nearly completed, presenting an interesting contrast in physical styles for living.

College and university administrators are virtually unanimous in their agreement that urban involvement *should* be a function of higher education. A large majority of the Nation's colleges and universities have in some measure related their programs of instruction, research, and public service, to urban needs. Institutions of higher education clearly render service to urban communities by "just being there." Beyond this, there is no clear consensus, however, about the most effective roles of these institutions; about what colleges and universities can best do within the context of their major functions; about their

Higher Education Relates to Urban Affairs

by Martin D. Jenkins

relationships with Federal, State, and local government agencies; about the financing of urban programs.

Regional Conferences Convened

The Office of Urban Affairs of the American Council on Education, in cooperation with some 40 colleges and universities, sponsored four regional conferences in March and April 1974 on *The Urban Involvement of Higher Education in the 1970's*. The conferences, supported primarily by a HUD grant, were held in Washington, San Francisco, Chicago, and New Orleans. They were designed to: (1) encourage and assist college and university administrators to give systematic thought to the dimensions of their involvement in urban affairs during the 1970's, with emphasis on their participation in federally funded urban programs; and (2) increase the understanding and awareness of Federal, State, and local governments of the resources of higher education in contributing to the alleviation of urban problems.

A total of 868 delegates, including representatives of 404 colleges and universities, 33 Federal Government

agencies, and 27 State and local government agencies, registered for the four conferences. Taken together the conferences constituted the largest and most comprehensive effort that has been made to consider the urban involvement of higher education.

Wide Range of Interests Represented

Representatives of colleges and universities presented models of urban involvement, and served as chairmen

of offices designated senior officials from Federal agencies in their region, including HUD, to participate in a panel to discuss opportunities, problems and prospects of college and university involvement in federally funded urban programs. Participants from State and local governments included Walter Washington, Mayor of the District of Columbia; Richard Daley, Mayor of Chicago; Neil Hartigan, Lieutenant Governor of



Prior to presenting a review of his HUD-funded study of higher education and urban affairs, with (seated clockwise): Dr. Dorothy Williams, HUD technical representative for the project, Wasmann, Dr. Morton Leeds, Dr. Earl Lindveit, and Dr. Van S. Allen.

of most of the sessions. Keynote speakers were: President Marvin Wachman, Temple University; President Warren Bennis, University of Cincinnati; President William McInnes, University of San Francisco; President Granville Sawyer, Texas Southern University. Federal participants with major roles were: Caspar Weinberger, Secretary of Health, Education, and Welfare; Michael Moskow, HUD Assistant Secretary for Policy Development and Research; Norman Erbe, Chairman, Federal Regional Council, Region V; Ernest Woods, Staff Director, Southwest Regional Council; Clifford Graves, Deputy Associate Director for Evaluation and Program Implementation, Office of Management and Budget. Chairmen of the Federal regional

Illinois; and representatives of the mayors of San Francisco and New Orleans. Panel members who discussed how State and local governments can interact with colleges and universities were officials of State, city, and urban county governments recruited by the six major public interest groups involved in urban programs: the National League of Cities, the U.S. Conference of Mayors, the National Governors Conference, the Council of State Governments, the National Association of Counties, and the International City Management Association. Other program participants presented the views of foundations, corporations, and local communities. Members of the audience participated throughout the panel sessions.

Without exception, speakers and panelists—from colleges and universities, Federal, State, and local governments—endorsed the involvement of higher education in urban affairs. Examples were offered of ways in which colleges and universities can and should contribute to the alleviation of urban problems through their recognized functions of instruction, research, student services and public service.



Dr. Martin Jenkins (second from left) poses with Caldwell Jackson, Cheryl Dobbins, Jean

Many colleges and universities have already initiated programs to study and to act upon local urban problems, and many more are beginning to develop programs directed toward solving a wide range of community problems. Essentially, such programs aim to extend the institution's resources into the community and to facilitate the movement—in both directions—of talent and information between the campus and the city.

Drawbacks Identified

Delegates to the four regional conferences also took a look at problems and difficulties. Among them: financing of the urban-related programs of colleges and universities; widespread lack of awareness by Federal, State, and local governments of how institu-

tions of higher education can be involved in urban matters; and communication between academe and the several levels of governments.

A summary report of the conferences has been published by HUD and distributed to accredited colleges and universities, Federal, State, and local government agencies, and conference registrants. The American Council on Education has distributed to its membership and other agencies a four-page *ACE Special Report*, containing excerpts from the Summary Report.

The several committees concerned with planning the conferences agreed at the outset not to have the conferences develop formal recommendations. It was agreed, however, that ideas and opinions which were consistently voiced at the four regional conferences should be codified into the final report as suggestions for the consideration of colleges and universities, Federal, State, city, and urban county governments, and foundations. These suggestions were not to be regarded as official statements of the conference delegates, nor were they intended to be exhaustive. They are, though, a fair statement of the sense of the meeting. Federal Government departments and agencies, the conference suggested, should:

- Prepare a policy statement on the participation of colleges and universities in federally funded urban programs as a guide for both government and institution staffs.
- Publish periodically information on federally funded urban-related programs that have potential for college and university contributions. (Recognition should be given to the fact that many such programs do not explicitly provide for the participation of institutions of higher education.)
- Inform colleges and universities of opportunities for urban involvement afforded by general and special revenue sharing programs; and about procedural changes as administration shifts from Washington to the regional council offices and State and local governments. In this connection

the regional council offices might well develop an annual itinerary for teams of Federal officers who would spend a day on major campuses explaining their programs.

- Increase staff awareness of both higher education's resources for alleviating urban problems and the problems of colleges and universities in dealing with government agencies.

- Seek ways to provide direct and substantial financial support for the urban-related programs of colleges and universities. Examples are illustrative rather than exhaustive: Title I of the Higher Education Act of 1965; the Urban Observatories program; the RANN program of the National Science Foundation; fellowship intern and career advancement programs; cooperative programs of postsecondary institutions and community organizations, such as the student opportunity centers, support of State and local consortia; conferences of postsecondary institutions and State and local government agencies; research and development projects; and innovative projects of individual colleges and universities.

- Solicit the advice and cooperation of colleges and universities in the initiation, planning, monitoring, and evaluation of urban programs in which they might take part.

- Seek ways to provide for continuity in the funding of programs.

The conferences and the resulting publications will increase understanding and awareness of the resources of higher education in contributing to the alleviation of urban problems and how these resources might be utilized.

Dr. Jenkins is director of the Office of Urban Affairs of the American Council on Education. The council acts in a liaison capacity between its member institutions of higher learning and agencies of the Federal Government.

*Editor's Note: Summary reports of the four regional conferences, titled **The Urban Involvement of Higher Education in the 1970's**, have been published by HUD (HUD-379-CPD) and the American Council on Education.*

"As I stated in an Earth Day speech in 1970, 'the day is gone when concern for the land, air, and the water was sole province of the conservationist, the wilderness enthusiast, the bird watcher, and the environmental scientist.' Instead, today, millions of our citizens share a new vision of the future in which natural systems can be protected, pollution can be controlled, and our national heritage will be preserved. The crusade to improve the quality of our human environment has begun—a crusade which has already led to great accomplishment over the past five years."

—President Gerald R. Ford, *Message to Congress, transmitting the Fifth Annual Report of the Council on Environmental Quality*

"As we approach our Nation's 200th birthday, we could do worse than to recapture that insight of our Puritan fathers, with all the self-discipline it implies. Our deepest most abiding problem is to convince those who make decisions, and those who must accept them, that conservation is more than a short-term tactic calculated to solve a temporary problem. Conservation is a strategy, for the long term; we must accept it as our new mode of life."

—Russell W. Peterson
Chairman, Council on Environmental Quality

"Historically, land use regulations were designed to prevent harm—to separate incompatible uses, to limit density and scale of particular neighborhoods, to prohibit or restrict development where public services are unavailable, and to protect adjoining parcels from invasions of their light and air."

—John Zuccotti, *Chairman, New York City Planning Commission, speaking on the role of the public sector in urban design*

"What you see in the mile-and-a-half of Atlanta's (Ga.) business heart is...a concentration of totally new office towers, hotels, shopping facilities, landscaped streets, plazas and parks that are a product of the sixties and early seventies—an incredibly unified achievement in an unbelievably short time, when other cities were struggling with piecemeal renewal...There is no doubt that big business and big buildings came first in Atlanta. But it is equally clear that financial success can be harnessed to social efforts, and that is the kind of vision that will insure the city's future now."

—Ada Louise Huxtable, *Architectural Critic, The New York Times*

"According to figures supplied by the Federal Energy Administration, the amount of heating and cooling energy consumed by single family dwellings could be reduced by 35 percent if thermal efficiency standards—which affect design only slightly—were raised to the level President Ford has proposed."

—Paul Goldenberger, *writing on "Energy Considerations Affecting Building Design," New York Times, Feb. 8, 1975*

"...the prospect of underground habitation increasing significantly, seems remote. Few animate things live below the surface, and man has seldom done so. Because national defense no longer seems to require it, at the moment below-surface living seems contrary to natural law and is a fit subject only for science fiction. If construction of underground habitats becomes very inexpensive, one would have to worry about who would occupy the space. Would underground space become the new place for low-income housing, the new ghetto, the new place to hide social problems that remain because of slow income-redistribution policies? Something would have to change dramatically before the elite would choose underground habitation."

—Donald G. Hanagan, *Professor of Law, University of California, speaking in the National Research Council's Symposium on human use of underground space*

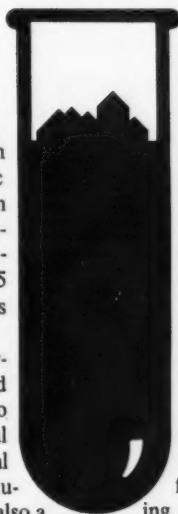
"As we worry about shortages of resources and energy, we can derive comfort from the fact that many groups of people at all stages of history have...achieved great feats of civilization with techniques and materials that are extremely primitive according to our criteria. If we understood what accounts for that success of their lives, we could possibly solve at one blow our resource and energy problems."

—Rene Dubos, *scientist and author, writing in the New York Times on "Human Life Can Prosper with Spartan Ways"*

"What it begins to look like is not so much that solar energy is an idea whose time has come, but that it is an idea whose time came long ago; it's us who have finally come to it."

—Clint Page *writing in the AIA Journal on "New Concepts for Residential Use of Solar Energy"*

Strengthening Urban Management Education



HUD's Office of Policy Development and Research is working toward developing more pragmatic methods of relating urban management education to the pressing needs of local government practitioners. Through a series of research and demonstration awards totalling approximately \$1.75 million, HUD hopes to develop innovative ways to strengthen urban management education.

HUD is increasingly concerned that local government officials have access to training and education that is both practical and relevant to their new responsibilities under the Federal revenue sharing and block grant policies. Local government today has become a complex institution, providing not only traditional services but also a host of new activities derived in large measure from this emphasis on local government responsibility. The rapid changes affecting urban governments in the last decade have underscored the need for the professional urban manager and have made the knowledge and skills of urban management more complex. Twenty years ago less than ten U.S. universities had urban management programs. Less than 1,000 professional urban managers held key executive jobs in local government. Today, schools offering graduate education in urban management number over 70, and the number of professional urban managers has tripled.

With this rapid growth of the urban management profession, relationships between practitioners and academics are no longer easily maintained. More traditional professions, law and medicine, for example, have behind them many years of formal systems of relating the practice and theory of their professions. These relationships have helped to build the knowledge base of the professions in realistic terms. Similar ties between the practitioners and academics in the field of urban management would help to strengthen the education of urban managers.

To help bring the practice and theory of urban

management closer together, HUD has initiated research and demonstration activities in two major areas. The first of these activities will be managed for HUD by the National Association of Schools of Public Affairs and Administration (NASPAA) and the International City Management Association (ICMA). It will involve a series of small awards to approximately 25 universities and practitioner groups who together will develop innovative methods of formally linking academicians and practitioners. For example, a series of workshops might be held, involving local practitioners and their counterpart academics, to develop techniques for involving career officials in designing or teaching public service education on a continuing basis. NASPAA and ICMA will publish case studies at the end of this 2-year study to help urban academic communities that are interested in new ways to involve practitioners and academicians in improving urban management education.

This project will also involve the design and operation of an academic-practitioner interchange program. Practitioners teaching urban management and, conversely, scholars involved in practical work environments in urban management can strengthen both universities and local governments.

A second major research and demonstration activity will be the development of new curriculum and training programs in urban management designed to meet the real operational needs of local government practitioners. The National Training and Development Service will manage this program for HUD. The program involves granting awards to universities and training institutions for collaboration with local officials in developing innovative educational materials and training methods in areas such as collective bargaining in the public sector, equal opportunity and intergovernmental relationships. These new materials will be made available for use in both pre-service urban management education and in-career training for local government officials.

Brown Square

By Wm. J. Pearce

Urban renewal was little more than a bad dream for residents of Rochester's (N.Y.) Brown Square district a few years ago. Today, thanks to their own efforts and the help of government, business and volunteers from the Rochester community, there is a solid plan for the renewal of Brown Square.

It calls for a total investment of \$100 million in government and private funding or more over the next 15 years. Initial stages already are underway.

There will be homes and playgrounds for young families in the historic neighborhood on the fringe of downtown Rochester. The elderly and the poor are included in the plan. There will be room for business and industry as well.

In 1967 Brown Square was not the prettiest of places. The 220-acre section was marked with dilapidated buildings, deteriorating houses and declining businesses. Unsightly commercial activities, disruptive railroad tracks and vast stretches of parking lots were thorns in the withered rose called Brown Square.

It was hard to understand why anyone would want to live there... unless you lived there yourself. But Brown Square has a rich tradition in Rochester's history. The roots of some residents are several generations deep. Many of the houses there, while old, are well maintained. Rochester's central business district is within easy walking distance, and bus service is quick and convenient. Eastman Kodak Company has its world headquarters adjoining the Brown Square residential area.

So Brown Square residents began to fight to save their neighborhood. They fought in a positive way... building their own plan. The guiding force for the plan is a group they called WEDGE, named after the industrial tool used to raise or uplift.

WEDGE is made up of residents who think their neighborhood is not only worth saving, but that it can be made into a good place to live—once



A neighborhood cleanup campaign in Brown Square included the grounds of WEDGE, Inc., a corporation formed by residents in 1967.

again. Eastman Kodak Company donated the services of Gruen Associates, a well-known firm of urban planning consultants, to draw up the master plan.

"Brown Square has to be a joint effort—both public and private. Its assets—good schools, major industry and strong neighborhood fabric—we hope to hold together," said Jenette Major, WEDGE Executive Director.

Housing and other Community Improvements Planned

The WEDGE plan calls for new and renovated housing; new and refurbished retail businesses; more park land for recreation; better traffic patterns; a community center to serve young and old, and a place for light industry that is separate but compatible to housing and recreational areas.

The housing will have lower and moderate-income units, but with space for persons of middle and higher incomes as well, giving the community desirable economic diversity. Senior citizen housing will be designed especially for elderly residents and their limited incomes.

Since the plan was completed, some things have been happening in Brown Square.

—Brown Square park is being expanded around and adjacent to School No. 5 under the federally-funded Park-In-Cities Program.

—Construction of an arterial expressway has been completed to alleviate the traffic crush in Brown Square.

—Plans have been completed for the widening, reconstruction, lighting, landscaping and beautification of the entire State Street corridor from Lyell Avenue to the Inner Loop. The

project is being financed by the combination of Federal, State, county and city funds. However, Kodak and other businesses along the street are planning attractive and inviting landscaping for the center median strip and sidewalks.

—Kodak has undertaken a program to landscape its employee parking areas at the corporate headquarters.

—WXXI-TV (Channel 21), a public television station serving the Rochester region, recently opened a new \$2.8 million broadcast center on State Street on land donated by Kodak.

—Rochester Gas & Electric Corporation is constructing a new attractively designed, brick-enclosed substation on State Street to meet the future energy needs of the area.

—Business, industrial and community representatives have been brought together to form the Brown Square Development Corporation, a nonprofit organization responsible for the implementation of the WEDGE plan. Executive Director James J. Caruso is coordinator of the redevelopment effort, which has been endorsed by the Rochester City Planning Commission and the City Council.

"Community involvement has played a major part in the success of Brown Square," Caruso said.

These are but the first steps in the redevelopment of Brown Square. There's a long way to go. But, bolstered by the enthusiastic acceptance of these first efforts to save a neighborhood, there is confidence among the designers that the plan will work.

Mr. Pearce is President and General Manager of WXXI-TV, Public Service Television, Rochester.

lines&numbers

Trends in HUD/FHA New Single-Family Home Sales, 1968-1973

The typical new single-family home purchased with mortgage insurance under HUD/FHA's Section 203 program sold for \$24,672 in 1973. This represented a 26 percent increase over the 1968 sale price. The average home buyer assumed a debt of \$22,985, about 25 percent higher than the average mortgage amount 5 years previously. Closing costs increased by nearly one-third over the same period. Construction and land costs increased at about the same rate, 31 and 29 percents respectively.

Although the floor area of the average home was only slightly smaller, the lot size decreased by one-fourth, a reflection of the inflation in land costs and the "using up" of urban land. The trend to amenities such as multiple bathrooms, central air conditioning, and individual garage or carports continued. The basement, a major physical feature, is becoming increasingly less common; it is present in one-tenth of these homes, compared to one-fifth previously. The one-story structure remained predominant.

The median annual family income of Section 203 home purchasers was \$13,542 in 1973 compared to \$12,051 for all U.S. families in the 1973 Current Population Survey. The persistence of inflationary pressures on the home buyer was evidenced by the 37 percent increase in prospective monthly housing expenses while effective monthly income rose 28 percent.

HUD/FHA

New One-Family Home Transactions, Section 203

Characteristics	1973	1968	Percent Change
Financial			
Sale Price	\$24,672	\$19,568	+26.1
Mortgage Amount	22,985	18,447	+24.6
Closing Cost	562	428	+31.3
Market Price of Site	5,341	4,154	+28.6
Construction Cost (sq. ft.)	16.36	12.53	+30.6
Physical			
Floor area (sq. ft.)	1,222	1,284	-4.8
Lot Size (sq. ft.)	7,127	9,274	-23.1
No. of Rooms	5.8	5.9	-.1
With One Story	77.5	84.3	-6.8
With Basement (%)	10.8	22.2	-11.4
With Garage (%)	55.4	58.3	-2.9
With More than 1 bath (%)	79.3	71.6	+7.7
With Central Air Conditioning (%)	36.1	23.5	+12.6
Family Income and Expenditure			
Median Annual Income	\$13,542	\$10,597	+27.8
Effective Monthly Income	986	769	+28.2
Prospective Monthly Housing Expense	254	186	+36.6

—Prepared by Robert Ryan OMI, Office of Administration

**UNITED STATES
GOVERNMENT PRINTING OFFICE**
PUBLIC DOCUMENTS DEPARTMENT
WASHINGTON, D.C. 20402

Official Business
Penalty for Private Use, \$300

POSTAGE AND FEES PAID
DEPARTMENT OF HOUSING
AND URBAN DEVELOPMENT
HUD-401



CHA SERIA3005 R 1
SERIALS DEPARTMENT
XEROX UNIVERSITY MICROFILMS
300 N ZEEB RD
ANN ARBOR MI 48106

HUD Challenge

U.S. Department of Housing and Urban Development/ Washington, D.C. 20410

IF YOU ARE...

A public official, builder, developer, lender, architect, planner, or otherwise concerned about housing and the cities... You should subscribe **NOW** to the enlarged **HUD CHALLENGE** magazine—the official publication of the Department of Housing and Urban Development. Pass a subscription form along to an associate if you have already subscribed for 1975.

This 36-page monthly illustrated magazine features HUD program information, projects, policies and new directions; achievements by government, private industry, and volunteers; ideas and innovations in the field, interviews and articles from urban experts.

Please send the coupon directly to GPO.

HUD-312-41-ASI

☆ U.S. GOVERNMENT PRINTING OFFICE: 1975-583-780/11

ORDER FORM

To: Superintendent of Documents
Government Printing Office
Washington, D.C. 20402

Enclosed find \$_____ (check, money order, or Documents coupons). Please enter my subscription to *HUD Challenge* (issued monthly) for one year (\$15.90 a year domestic; \$19.90 if mailed to a foreign address).

Name _____

Street Address _____

City and State _____

ZIP Code _____

FOR USE OF GPO, BUCK.

--	--	--



